



VIETNAM 50th COMMEMORATION
PLANNING GROUP
City Hall Council Chambers
vietnam50@milwaukieoregon.gov

PLANNING NOTES
February 19, 2015, 4:00 p.m.

Present:	Jerry Craig (Legion)	Scott Churchill (City)	Mary Jo Cartasegna (County)
	Mike Lueck (Legion)	Mitch Nieman (City)	Erika Silver (County)
	Michelle Menefee (Legion)	Scott Stauffer (City)	Patti Jay (Vet Center)
	Reni Nowling (Patriot Riders)	Jason Wachs (City)	Doug Godrey (Ameriprise)
	Chuck Shannon (NCSD)	Grady Wheeler (City)	Sheryl Helman (Wells Fargo)
	Mike Miller (CMI)		

1. CALL TO ORDER

Mr. Lueck called the meeting to order at 4:11 p.m.

All persons present introduced themselves and the organizations they represented.

Mr. Stauffer reviewed the minutes and follow-up items from the January 22, 2015, Planning Meeting. There were no comments on the minutes and it was reported that Mr. Monahan had received confirmation from Portland General Electric (PGE) that two 20' by 20' tents would be available for use during The Moving Wall (TMW) event.

Ms. Nowling reported that she was still working on securing a directory of veteran owned businesses.

2. THE MOVING WALL EVENT

a. Administrative and Finance

i. Budget and Fundraising

Mr. Lueck announced that the American Legion Post 180 (AL180) had collected \$18,479 to-date on behalf of TMW event; he noted that donations had come from most of the City's Neighborhood District Associations (NDAs). He discussed Mr. Craig's work to secure golf cart rentals and reported that requests had been made to local retirement communities and hotels to use their golf carts and shuttle buses to shuttle visitors to TMW from remote parking lots around the City.

The group discussed the number of shuttle buses needed and for what days; it was noted that Saturday would be when buses were most needed.

Mr. Lueck reported that AL180 would be hosting fundraiser dinners for TMW event in March and April.

b. Logistics Section

i. Event Staffing: Organization Chart Updates

Mr. Lueck announced that there were still open positions on the event organization chart and noted that he would be continuing to update and adjust the position descriptions.

ii. Volunteer Recruitment

Mr. Stauffer reported that a growing number of Volunteer Forms are being submitted.

The group discussed outreach with St. John the Baptist Catholic Church for use of their parking lot during TMW event and Councilor Churchill said he would get the school administrator's contact information.

iii. Facility Use Applications

Mr. Stauffer reported that Facility Use Application forms had been submitted for all school sites.

Mr. Shannon reported that the North Clackamas School District (NCSD) Board had given their permission for the AL180 Honor Guard to fire rifle salutes during the event as long as the only weapons on campus were those carried by the Milwaukie Police Department. He said the Rowe Middle School grass field would be available for event parking and mentioned that the grass field at Hector Campbell Elementary School may also be a good remote parking lot option. He noted that all NCSD parking sites will require that event staff be present to monitor the property. He reviewed the rooms at Milwaukie High School (MHS) that will be made available for the events and he said that the NCSD will be providing two laptops to use to assist visitors in locating names on the wall. He reported that MHS Principal Mark Pinder was working on lining up parents to run the concession stand. He added that the NCSD Board had approved the presence of the antique military vehicles behind the grandstand and the Vietnam re-enactment displays on the north end of the MHS athletic field. He commented that the power supply would be no problem.

The group discussed the need for the City to reach out to the neighbors around the MHS athletic field regarding the 24/7 lighting and it was noted that TMW does not bring its own lights. Hollywood Lights was mentioned as a possible light source vendor.

Ms. Jay suggested that it might be appropriate to stage a mini “Stand Down” event in front of MHS, and **Mr. Lueck** noted that having veteran service organizations present had been talked about previously.

Mr. Stauffer and **Mr. Shannon** discussed the space between the two MHS gyms as being suitable for the volunteer rest area and for the event command post.

The group discussed remote parking lot sites and it was noted that Mr. Craig had been working to contact the owners of the Murphy site and TriMet. It was suggested that the Elks Lodge might also be a good remote parking lot and **Ms. Silver** said she would reach out to local veterans who may possibly be able to provide shuttle vehicles and drivers.

c. Operations Section

i. Review Program Schedule

Mr. Stauffer distributed a copy of the draft Event Schedule and noted that reading the names of all 58,000+ Vietnam casualties had been noted.

Mr. Miller suggested that all Oregon casualties should be read and **Mr. Lueck** concurred. **Mr. Stauffer** noted that the Milwaukie stop was the only Pacific Northwest visit for any of the traveling Vietnam Walls and suggested that perhaps the casualties from all Northwest states should be read.

Ms. Silver asked if the group thought it would be appropriate and helpful for the Clackamas County Veterans Services Office (VSO) to have a booth and staff present at TMW event throughout the weekend. **Mr. Stauffer** and **Mr. Craig** noted that other wall events had reported the presence of the Veterans Administration (VA) and other veterans service providers. **Mr. Lueck** said the presence of the VSO would be a good dialogue to have.

The group discussed possible speakers and dignitaries to invite, including the Oregon Congressional delegation, the Clackamas Board of County Commissioners (BCC), Governor Kate Brown, local Vietnam veterans and Medal of Honor recipients, the state chapter of the Vietnam Veterans of America (VVA), Trail Blazers announcer Bill Schonely, and the Adjutant General of the State National Guard. It was noted that Mr. Craig was reaching out to the chaplain and counselor community. **Mr. Craig** asked that all speaker and dignitary invitee suggestions be submitted to him or Mr. Stauffer.

ii. Vendors

Mr. Craig noted that per TMW contract and prior discussions that only Vietnam-related vendors would be on the MHS campus and non-Wall related vendors would be off-site. **Mr. Stauffer** added that per TMW contract there could be no vendor sales within 100 yards of TMW. Mr. Craig said he would forward to Mr. Nieman the vendor contact information received to-date.

Mr. Nieman discussed the City's vendor permit process.

Mr. Craig and **Mr. Nieman** agreed that non-Wall vendors should be focused on Main Street businesses.

Ms. Nowling expressed concern about a mini "Stand Down" event at MHS during TMW event. It was noted that a "Stand Down" is a veteran services resource event for low-income or homeless veterans and the group discussed the need to have veteran services information available during TMW event but perhaps not called a "Stand Down".

Mr. Craig reported that Providence Health Services had expressed interest in providing health screenings at MHS during TMW event for veterans and their families. **Mr. Shannon** suggested that it would be possible to use one of the MHS gyms for such screenings if mats were put down. **Mr. Craig** suggested that dentists might be recruited to provide free dental services to veterans as well.

The group discussed what historic displays the Milwaukie Museum, the Oregon Military Museum, and the re-enactor groups, were preparing and where they would be set-up around the MHS athletic field.

Mr. Shannon reported that vendors on the MHS campus could begin setting-up on Monday July 20, 2015, and **Mr. Craig** noted the need for security when vendors started to set-up.

iii. Parade

Mr. Nieman reported that the City had reached out to all seven NDAs with a soft volunteer recruitment effort and he discussed the City's work with TriMet regarding the 9/11 Tribute to First Responders. He noted that on March 17, 2015, Mr. Craig would be presenting an event update to the City Council and Dave Aschenbrenner, with Celebrate Milwaukie, Inc., would be presenting a donation check to support the City's parade planning work.

The group discussed the parade route and the ability to absorb parade participants who may show-up the day of the parade without pre-registering. It was noted that the route could be adjusted.

Mr. Craig reported that the Milwaukie Rotary Club had volunteered to provide the parade barricades as they had done for previous Milwaukie Festival Daze parades.

The group noted the possibility of asking the Odd Fellows to use their parking lot and that Life Christian Church had provided parade volunteers for the last Milwaukie Festival Daze parade.

Mr. Craig said he was working with Willamette View and Rose Villa retirement communities to borrow their buses, and **Mr. Stauffer** noted that the remote parking and shuttle need would really be primarily on Saturday July 25, 2015, the day of the parade and main ceremony at TMW.

Mr. Shannon estimated that the Hector Campbell Elementary School field could hold about 200 cars.

v. Public Relations, Promotions, and Marketing

Mr. Nieman reported that he had been working on a 4-page insert for a July edition of *The Clackamas Review* newspaper, and he noted that the City would be working on the design and content.

Mr. Craig asked if *The Pilot* City newsletter would be including any local interest stories, and **Mr. Nieman** responded that *The Clackamas Review* insert would include event schedule information and local interest stories. He also noted that the City would be purchasing banners announcing the event for McLoughlin Boulevard that would include the event logo. He announced that the City had purchased lapel pins featuring the event logo that would be given out to legislative leaders and possible sent with invitation to speakers.

The group discussed reaching out to Clear Channel and local billboard owners who might provide public service announcement advertising for the event. It was noted that the City's Public Works Department, and other regional transportation agencies, might be able to provide road side reader boards during TMW event weekend, possibility stationed on Interstate-205 and Highway 224.

Mr. Lueck said he would provide Mr. Nieman with the contact information for the regional Public Works Group to coordinate the use of road side reader boards.

Mr. Nieman noted that TriMet would be including event information in their inserts, and he suggested that all speakers should be invited by mid-March.

Mr. Craig reported that he has been working with KPAM radio regarding event advertising.

Councilor Churchill suggested that Dave Hedges, Board member at Willamette Falls Media Center (WFMC), might be able to help advertise event information.

The group discussed promotional items such as t-shirts, hats, and pins, and it was noted that Linda Hedges had been working on pricing.

d. Miscellaneous Topics

Mr. Craig said he would appreciate help in going to all the local groups and asking for support, in particular he asked for assistance from a representative of the City. **Councilor Churchill** said he would be willing to represent the City and go out with Mr. Craig to ask for support from businesses and community groups. He also said he would use his Council Report time during City Council meetings to announce event information.

The group discussed fundraising efforts and possible donors. It was noted that donations for this event, through AL180, are tax deductible. Donor recognition levels were also discussed and Mr. Lueck said he would share an example set of donor levels.

3. OTHER COMMEMORATIVE EVENTS

None discussed.

Mr. Lueck adjourned the meeting at 5:40 p.m.

Next Meeting: **Thursday 3/19/2015 at 4 p.m. at City Hall**

FOLLOW-UP ITEMS:

- All: submit speaker and dignitary invitee suggestions to Mr. Craig or Mr. Stauffer.
- City: outreach to neighbors of MHS athletic field regarding lighting.
- Scott Churchill: forward St. John the Baptist School Administrator contact information.
- Jerry Craig: forward Mr. Nieman vendor contact information received to-date.
- Patty Jay (and Mike Lueck): connect regarding veteran service organization at event.
- Mike Lueck: continue to update position descriptions.
- Mike Lueck: provide donor recognition levels template.
- Mike Miller: follow-up on local digital reader board owners.
- Erika Silver: check to see if veteran shuttle bus vehicles and drivers are available.
- Scott Stauffer: confirm lighting requirements.
- Scott Stauffer: get number of Oregon and NW Vietnam casualties.
- Scott Stauffer: draft speaker and dignitary invitee list.
- Scott Stauffer: send Councilor Churchill electronic donation form and information.